

MANAGEMENT/MARKETING CERTIFICATE

The Management/Marketing Certificate will prepare the student for entry-level positions in marketing for all types of businesses. The program will familiarize the student with the skills needed for understanding the effects of marketing on an organization. Areas of study will include advertising, promotions, market research, retailing, and forecasting. Completion of this certificate can prepare students for industry-wide certification. The Management/Marketing Certificate can also be used toward an Associate of Applied Science in Business Degree.

BUS-250	PRIN OF MARKETING	
Credits		6.00
Fall 2		
Required Coursework		3.00
BUS or ACCT elective		
Credits		3.00
Total Credits		21.00

Requirements

Code	Title	Credits
Required Coursework		21.00
ACCT-111	PRINCIPLES OF ACCOUNTING I ¹	
BUS-104	INTRO TO BUSINESS ¹	
BUS-153	ADVERTISING	
BUS-250	PRIN OF MARKETING	
7 elective credits with "ACCT" or "BUS" prefix		
Total Credits		21.00

¹

Course has prerequisite(s)

Tuition is calculated by contact hours per semester.
Current/Updated: 07/01/2023

Suggested Schedule

Two Semester Path

Course	Title	Credits
Fall 1		
Required Coursework		8.00
BUS-104	INTRO TO BUSINESS	
BUS Elective		
Credits		8.00
Winter 1		
Required Coursework		13.00
ACCT-111	PRINCIPLES OF ACCOUNTING I	
BUS-153	ADVERTISING	
BUS-250	PRIN OF MARKETING	
BUS or ACCT elective		
Credits		13.00
Total Credits		21.00

Three Semester Path

Course	Title	Credits
Fall 1		
Required Coursework		12.00
ACCT-111	PRINCIPLES OF ACCOUNTING I	
BUS-104	INTRO TO BUSINESS	
BUS Elective		
Credits		12.00
Winter 1		
Required Coursework		6.00
BUS-153	ADVERTISING	